

Message Text

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13-12
ACTION EB-07

INFO OCT-01 EUR-12 IO-13 ISO-00 COME-00 CIAE-00 INR-07

NSAE-00 SP-02 USIA-06 AID-05 NSC-05 CIEP-01 TRSE-00

SS-15 STR-04 OMB-01 CEA-01 /080 W
----- 107542

R 141805Z SEP 76
FM AMEMBASSY PARIS
TO SECSTATE WASHDC 4946
INFO AMEMBASSY BERN
USMISSION EC BRUSSELS
USDEL MTN GENEVA

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E.O. 11652: N/A
TAGS: EIND, FR
SUBJECT: TWO MORE EXAMPLES OF "FRENCHIFICATION"

1. PILLSBURY MILLS AND BROWN BOVERI HAVE APPARENTLY
JOINED RANKS OF FOREIGN COMPANIES IN FRANCE WHICH
HAVE BEEN AFFECTED BY GOF POLICY OF EXPANDING FRENCH
CONTROL OVER KEY DOMESTIC INDUSTRIES.

2. WE HAVE IT FROM TWO SOURCES (NEITHER AUTHORITATIVE)
THAT PILLSBURY, WHICH HAD PLANNED TO SELL ITS FRENCH
PLANTS TO CAMPBELL SOUPS, HAS BEEN REQUESTED
BY GOF TO FIND FRENCH BUYER INSTEAD.

3. SIMULTANEOUSLY THERE ARE PRESS REPORTS THAT
RECENTLY MERGED ALSTHOM-CHANTIER DE L'ATLANTIQUE
(ACA) SHIPBUILDING AND HEAVY CONSTRUCTION COMPLEX
HAS REACHED AGREEMENT WITH BROWN BOVERI OF
SWITZERLAND TO ACQUIRE LATTER'S 33 PERCENT SHARE OF
COMPAGNIE ELECTROMECHANIQUE TURBINE PLANT AT
LE BOURGET "IN ORDER TO SHIFT CONTROL TO FRENCH HANDS."
WE HAVE NO POSITIVE EVIDENCE THAT THIS ACQUISITION

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WAS URGED BY GOF, BUT ACA PRESIDENT PIERRE LOYGUE IS

ALSO CHAIRMAN OF QUASI-PUBLIC BOARD WHICH
SUPERVISES GOF EXPORT PROMOTION AGENCY CFCE AND IS
THUS PART OF GOF POLICY APPARATUS.

4. WE ARE ATTEMPTING TO DEVELOP FURTHER INFORMATION
ON BACKGROUND OF THESE REPORTS, WITH PARTICULAR
REFERENCE TO DEPTH OF GOF INVOLVEMENT AND DEGREE OF
PRESSURE, IF ANY, EXERTED ON FOREIGN OWNERS. IT WOULD
BE HELPFUL IF USDOC AND BERN COULD ELICIT COMMENTS
FROM PILLSBURY AND BROWN BOVERI RESPECTIVELY. KEY
PILLSBURY OFFICIAL IS PRESUMABLY ALAN ELSTON,
MANAGER FOR EUROPEAN OPERATIONS AT MINNEAPOLIS
(PHONE 612-330-4966).

RUSH

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NNN

Message Attributes

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